End Rose. —

Rose Falzone,

- Bar Nights CC Gary John, Denise

Background

29 Teams in 26 mkts w/ twos in L.A., Chicago, & N.Y.

Objectives

Name Generation

Provides interactive contact w/ Young-Adult smokers

~~Extend reach of~~ Maximize Marlboro visibility in smoker friendly environment

Vendor

- Writes V.R. program

Helmut - total emersion

- see whats on visor

driving a car race

- Wide open

Konica 3 —

Argos 2 — Fuji 3 —

Kodak - will not talk to us

Budget

① Customs | to get through customs must have origin w/o made in Japan

cardboard → prm

package anything
-outside, but may not inside

-first
3.000,000-5,0000

KONICA $3.95
outside foil not inside

Argus - have not seen yet
waiting for sample
3,000,000
$2.68

do not make own film

Foil wrapper
4 color artwork

not flash
indoor/outdoor

90 days lead time

V.S. is using on Book of Days

Fuji America
- Factories
- Made in Japan

box or foil
printed box

Stt Stene will not do anything w/ tobacco company

Reno Air Express
Dave Brockway
- Dark Hair → 5/12
→ office
$500 → Fri
Renter

Source: https://www.industrydocuments.ucsf.edu/docs/tmjm0004